

ORDER

**KSNV**

Orders
Order / Rev: 105745
Alt Order #: 06844290
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 337
Flight Dates: 08/22/12 - 08/28/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney for President
Demographic: A35+
Product Codes: PLC02-Republican
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	84	\$73,325.00	\$62,326.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	84	\$73,325.00	\$62,326.25	0.00
Totals	84	\$73,325.00	\$62,326.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	26%	\$73,325.00
Market	100%	\$282,019.23

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	49%	\$138,189.42
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$39,482.69
KTUD	0%	\$0.00
KVVU	11%	\$31,022.12
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wagners	6-7a		--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$1,000.00		0.00						

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E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,000.00		0.00			
E 2	KSNV	08/22/12	08/24/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$1,500.00	1	0.00	NM	6	\$9,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,500.00		0.00			
E 3	KSNV	08/22/12	08/24/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$450.00		0.00			
E 4	KSNV	08/22/12	08/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$325.00		0.00			
E 5	KSNV	08/22/12	08/24/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$425.00		0.00			
E 6	KSNV	08/22/12	08/24/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$425.00		0.00			
E 7	KSNV	08/22/12	08/24/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$325.00		0.00			
E 8	KSNV	08/22/12	08/24/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$450.00		0.00			
E 9	KSNV	08/22/12	08/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			
E 10	KSNV	08/22/12	08/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			
E 11	KSNV	08/22/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,200.00	1	0.00	NM	6	\$7,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,200.00		0.00			
E 12	KSNV	08/22/12	08/24/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,300.00	1	0.00	NM	6	\$7,800.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,300.00		0.00			
E 13	KSNV	08/22/12	08/24/12		CM	7-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00

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				M-F Wheel											
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--		3			\$1,300.00		0.00				
E 14	KSNV	08/22/12	08/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,100.00	1	0.00	NM	6	\$6,600.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--		6			\$1,100.00		0.00				
E 15	KSNV	08/22/12	08/24/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--		3			\$750.00		0.00				
E 16	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$350.00	1	0.00	NM	2	\$700.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		2			\$350.00		0.00				
E 17	KSNV	08/25/12	08/25/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		2			\$625.00		0.00				
E 18	KSNV	08/25/12	08/25/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		3			\$650.00		0.00				
E 19	KSNV	08/25/12	08/25/12	Wknd Jeopardy	CM	630-7pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				SAT/Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1			\$500.00		0.00				
E 20	KSNV	08/25/12	08/25/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				SAT/ Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1			\$500.00		0.00				
E 21	KSNV	08/25/12	08/25/12	Sat PR 9-11p	CM	9-11p	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Saturday Prime 9-11pm											
				STARS EARN STRIPES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1			\$2,000.00		0.00				
E 22	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		2			\$1,100.00		0.00				
E 23	KSNV	08/25/12	08/25/12	Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00
				Nevada Newsmakers - Ch.3		(5:00 AM-5:30 AM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1			\$825.00		0.00				
E 24	KSNV	08/25/12	08/25/12	Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00
				Nevada Newsmakers - Ch.3		(5:30 AM-6:00 AM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-		1			\$825.00		0.00				
E 25	KSNV	08/26/12	08/26/12		CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 3 Sunrise - SUNDA											
				News 3 Sunrise SUNDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1			\$325.00			0.00			
E 26	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1			\$625.00			0.00			
E 27	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1			\$3,000.00			0.00			
E 28	KSNV	08/26/12	08/26/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				News 3 Today											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1			\$500.00			0.00			
E 29	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Chris Matthews SUN 9:30am											
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1			\$500.00			0.00			
E 30	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		2			\$1,100.00			0.00			
													Totals	84	\$73,325.00